

# Organic Comfort Zone

## ORGANIC COMFORT ZONE

## Norfolk, Virginia

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** expects its participants to strive to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that customers can expect to find when they work with or visit the offices of this organization.

### Organic Comfort Zone

*Organic Comfort Zone* is a retail & wholesale manufacturer of organic / natural clothing, mattresses and bedding. Traditional mattresses are filling our landfills and out-sourcing and dependence on foreign-made products is growing. Consider the amount of petroleum-based, non-recyclable mattresses that are in Virginia lodging facilities. Organic Comfort Zone is a Virginia company with a national clientele.

### CORE ACTIVITIES for Partner Organizations

- ☒ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members and staff and encourage them to join or do business with Virginia Green participants.
- ☒ **Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of Styrofoam and other disposables at meetings and conferences.
- ☒ **Recycling and Waste Reduction.** All facilities/offices should have some sort of visible recycling program.
- ☒ **Water Efficiency.** All facilities/offices must attempt to conserve water and use it efficiently.
- ☒ **Energy Conservation.** All facilities/offices should have a plan that encourages energy conservation and efficiency.



Additional Details on Organic Comfort Zone's efforts to Support **Virginia Green**:

- ☒ **Support Virginia Green.**
  - Encouraging clients which are in the tourism industry to join Virginia Green.
  - Striving to design projects that minimize overall environment impacts and incorporate the use of efficient systems and sustainable materials.
  - Carrying and promoting environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
  - Established a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similar-minded facilities.
  - Sending out an email to customers about membership in Virginia Green.
  - Setting a goal to recruit Virginia Green members.
  - Include a Virginia Green feature in your newsletter or other publication.

- Displaying Virginia Green certificate prominently in your facility / offices and use the Virginia Green window decals.
- Use the Virginia Green logo on signage pointing out recycling or other “green” improvements in your facility.
- Highlight your involvement in Virginia Green on your website and include a link to your Virginia Green facility profile.

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For more information on **Organic Comfort Zone**, see

[www.organiccomfortzone.com](http://www.organiccomfortzone.com)

or Rex Mitchell at [rex@cozypure.com](mailto:rex@cozypure.com).

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For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen)  
or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



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